

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently Amended) A method of printing a publication and tracking user interaction with an input element on the printed publication, the method comprising the steps of:
  - (a) determining a unique page identity for said publication in a computer system;
  - (b) identifying ~~human-readable information~~ visible layout and content for said publication;
  - (c) determining and storing a page description for said publication in said computer system, said page description describing the visible layout and content ~~comprising~~, and a type and zone of said input element: ~~(i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;~~
  - (d) associating said page identity with said description of said input element;
  - (e) generating, in a printer, first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;
  - (f) generating, in the printer, second dot data for said human-readable information ~~using at least part of said page description;~~
  - (g) compositing the first and second dot data;
  - (h) printing the publication wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data;
  - (i) receiving, from a sensing device, indicating data indicative of a position or movement of the sensing device relative to the printed publication, said indicating data being generated by the sensing device using sensed coded data; and
  - (j) identifying, from the indicating data and the page description, containing a description of the zone of the input element, whether the user has selected the input element using the sensing device and, if so, notifying an associated entity of the selection, ~~with the proviso that~~ wherein the associating ~~storing~~ step (d) is performed prior to the

printing step (h).

2. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

3. (Previously Presented) The method of claim 2, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

4. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;
- (b) a merchant computer system;
- (c) a printer provider computer system; and
- (d) a publisher computer system.

5. - 7. (Cancelled)

8. (Withdrawn) A system for printing a publication having an input element readable by a sensing device, the system comprising a computer system configured for:

- (a) determining a unique page identity for said publication;
- (b) identifying human-readable information for said publication;
- (c) determining a page description for said publication, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;
- (d) associating said page identity with said description of said input element;

and a printer configured for:

(e) generating first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;

(f) generating second dot data for said human-readable information using at least part of said page description;

(g) compositing the first and second dot data; and

(h) printing the publication, wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data.

9. (Withdrawn) The system of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

10. (Withdrawn) The system of claim 9, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

11. (Withdrawn) The method of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;
- (b) merchant computer system;
- (c) a printer provider computer system; and
- (d) a publisher computer system.

12. - 14. (Cancelled)